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Ideas... 4-H and YOUTH DEVELOPMENT

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July 6, 1964

Dear Co-workers:

The leaders' sessions at the 1964 National 4-H Conference focused on the opportunities to extend 4-H Club work to an increasing number of boys and girls in rural disadvantaged families. The majority returned to their homes resolved that we can and we must do more.

In support of that idea, the Federal Extension Service has made a contractual arrangement with the University of Arkansas to do some special work in this field. A cooperative agreement has been made for developing and testing 4-H projects, subject matter materials, program methods, types of leadership in educational programs with youth 9 to 19 years of age from disadvantaged families.

All States will be invited to share ideas and will be kept informed as materials are developed and tested.

EXPANDING 4-H

It would be helpful to know of ways you are utilizing the 4-H Week Kits made available for you to distribute to counties to aid their planning, or of special plans you are developing.

Michigan has a dynamic "On Target" membership drive which was planned with a committee of county Extension agents, State staff members and selected people from the public relations department of several large industries as consultants. They have developed a membership drive handbook, a set of slides and tape entitled "This Is 4-H" for adults and youth and "On Target With Irv" slide set and tape which is designed to help motivate groups to support the drive, and two very attractive posters--one large, size 28" x 42" and one 11" x 14". Also they have secured the permission of astronaut and former 4-H member, Commander Alan Shepard, the first American to reach outer space, to be pictured on a special promotion brochure called 4-H in the Space Age.

Russ Mawby gives William E. Tedrick and Joe Waterson much credit for the development of this membership drive. Michigan is offering each State a sample of the posters and other printed material, and gives any State full clearance to use it as they see fit at the State level

COOPERATING WITH LAND GRANT COLLEGES AND UNIVERSITIES

Tennessee is duplicating for wide use the summary, "Expanding the Opportunities of 4-H Membership", worked out by Fern Kelley and Laurel Sabrosky, with Dr. Burton Kreitlow.

About 10 States are being invited to test out a proposed plan of cooperation with J. C. Penney stores, involving an expanded program of window displays and an educational program for leaders.

Based on inquiries made to several of the FES staff, we have suggested Ted Hutchcroft consider one more printing of the Report-to-the-Nation brochure. Both States and counties plan to make wide use of it for reporting opportunities during National 4-H Week. Ted will be writing State Leaders about additional copies.

TRENDS AND STATISTICS RELATED TO YOUTH

One copy per State is available of a new resource booklet, the first in a series, presenting trends and statistics related to youth. This booklet, "Planning County Youth Programs", has been prepared by the Minnesota 4-H staff as a useful guide in long range planning for RAD development committees, county 4-H councils or federations, and youth committees of other civic or educational organizations. If your State has similar resource booklets we would be interested in receiving copies. Specific resource material is essential if counties are to do an effective job of long range planning in 4-H and youth development. This will add factual material to accompany discussion guides such as the ones sent with IDEAS sometime ago, Broader Horizons No. 4, "Discussion Guide for Use by Youth Development Committees."

CAREER EXPLORATION REPORT

The 1963, FES 21, statistical report, showed substantial Extension efforts in career exploration and youth employment. Item 65-w, "Career Exploration", showed that during 1963 a total of 65,028 youth in 1,224 counties participated in Extension-developed, largely 4-H, career exploration programs. This was an important part of the total effort reported in Item 43, "Manpower development, employment information" in 1,575 counties. This is the first annual statistical summary that reflects the scale of the Cooperative Extension Service effort and outreach in this important area.

"DEBITS - CREDITS - AND ME"

Over 100 young adults from seven States attended the Western Regional Young Adult Conference, June 5-7 at Wayne State Teachers' College, Wayne, Neb. The conference focus this year was wise use of credit and how to build this type of subject matter into local programming. The Western Regional Young Adult Conference this year was the 16th consecutive annual conference. The conference rotates to a different State each year and involves young adults from North Dakota, South Dakota, Nebraska, Iowa, Minnesota, Wisconsin, and Illinois. The 1965 conference will be held June 11-13 at Bradley College, Peoria, Ill.

OHIO 4-H CAMP SETTING FOR R.Y.U.S.A.

The district 4-H Camp in northeast Ohio, Camp Whitewood, will be the setting for this year's National R.Y.U.S.A. Conference. The theme is "Effective Communication--Your Avenues for Action" and dates are August 16-20. A copy of the preliminary program is enclosed, one per State. This intergroup conference has been a source of young adult program development ideas from its early days, when it was the student section of the American County Life Association. It has continued so during its 16 years as an independent national conference, involving young adults from many groups.

SECOND 4-H CITIZENSHIP LABORATORY

Teams of 4-H members from nine States were here for a special two-week 4-H Citizenship Education Laboratory (June 7-19), National 4-H Center. The young people are in teams from representative counties in their home States. They have been selected to help develop citizenship education programs in their local communities. The 4-H'ers are from Arizona, Delaware, Florida, Kansas, Kentucky, New Hampshire, Ohio, Texas, and West Virginia.

This was the second year selected States have been invited to participate in a 4-H Citizenship Education Laboratory conducted by the National 4-H Club Foundation.

NATIONAL CONFERENCE ON CITIZENSHIP

This is the 19th annual meeting, and the theme is, "Every Citizen Holds Office."

This annual conference brings together delegates from several hundred organizations representing all levels of government, religious faiths, professional people, veterans, civic and youth organizations; farm, labor, business, industry, finance, and other groups.

You will be receiving additional information directly from the National Conference on Citizenship which has its headquarters in Rockville, Md. Then upon receiving the names and addresses of your representatives, the Executive Director will send them information and forms for registration.

CENTER FOR EDUCATION IN DEMCCRACY.

The Encampment for Citizenship, 2 West 64th Street, New York 23, N. Y. has just sent us its new brochure announcing the Center for Education in Democracy. This is a new project of the Encampment for Citizenship for juniors and seniors in high school. The organization suggests recommendations of potential participants in this particular program.

The Center can help individual young citizens take part with purpose and meaning in school and community life and prepare for public responsibility.

If you can use the brochures announcing the Center for Education in Democracy in quantity, or need additional application forms, you can request them from Encampment for Citizenship, 2 West 64th Street, New York 23, N. Y.

NATIONAL FARM SAFETY WEEK

National Farm Safety Week has been proclaimed by President Johnson. The 1964 dates are July 19-25. The theme is "Safer American Families Everywhere."

Farm Safety Week kits and materials have been prepared. For FSW materials write the National Safety Council, 425 North Michigan Avenue, Chicago 11, Ill. Posters, letter enclosures, stickers, planning guides and a limited supply of FSW kits can be had free of charge.

We hope many of you are planning to participate in this nationwide rural accident-prevention campaign. It is co-sponsored by NSC and USDA. 1964 marks the 21st consecutive year.

CAMPING AIDS

At the American Camping Association, many new camp books and booklets were available for camp directors, etc. One in particular is the new ACA Camp Leadership Kit. (Single copies, $2.50 each, may be ordered from the American Camping Association, Bradford Woods, Martinsville, Ind.) ACA offers this kit as a leadership aid to counselors.

The four mimeographs included were developed by camp directors in answer to the growing "concern" on the part of camping leaders for pre-camp and in-camp training material. You may find these materials most helpful in your pre-counselor training.

CAMP TIME - WATERFRONT SAFETY

Now is the time to make plans. Many 4-H'ers and clubs have taken part in the "Learn to Swim" and "Waterproofing America" programs of the American Red Cross.

Check on the National Aquatic School opportunities for your older youth sponsored by the Red Cross. These aquatic school people make ideal water-front directors for camps and learn to swim programs.

COMMUNICATIONS THROUGH DRAMATICS

Undoubtedly, one of the best ways to communicate with youth and adults is dramatization. This was demonstrated, we think, at the National Conference of State 4-H Staff Members in Washington, D. C. this spring. Those of you who were there may remember, "Person to Person Call", a play on the importance of volunteers in any community, put on by the Mount Vernon Players.

"The Community" was produced by Ed Reeves' Leadership Development Class at the University of Arizona last February. Many of you may also remember the production by Michigan State University Players at National 4-H Club Congress last December. It was apparently one of the most successful program features in recent years.

We are enclosing a copy of the "Plays for Living" catalogue. It lists several that might fit into your program. You also might like to correspond with: Mrs. Ann Booth, Assistant Director, Plays for Living, 44 East 23rd Street, New York 10, N. Y. Mrs. Booth is a former Extension worker in Washington State.

YOUTH AND TRAFFIC SAFETY

Just to remind you that if you would like to receive additional copies of "Youth and Traffic Safety", printed by the Automotive Foundation, Washington, D. C., bulk orders will be handled by sending your request to: John Marks, Director, Education and Rural Division, Automotive Safety Foundation, 200 Ring Building, Washington, D. C.

The supply of these bulletins is limited and many of the youth servicing agencies are ordering them for distribution to their leaders at this time.

4-H INTERNATIONAL

See July issue of the Farm Journal for the interesting article "Grandfather to Half a Million Kids." It's the story of 4-H in Korea and a tribute to the work of Charles Anderson.

CLOTHING BOOK

Dot Young Kirby, an Extension worker for 20 years in New York, Ohio, and New Jersey, is author of a new sewing book for learners and those who guide them. "Dot Young's Sewing Book" is recently published by J. B. Lippincott. She has also worked hard to get pattern companies to issue simple patterns for beginners.

CITATION TO 4-H

The National Tuberculosis Association presented a citation to the Division of 4-H and Youth Development for cooperation and service for the nation's health. We shared the limelight with some other fine groups at a special dinner in New York City on May 24.

CRESTED CLOVER CITATIONS

This special 4-H honor to organizations, firms, foundations, and associations has ten recipients this year, including:

Ralston-Purina Company
Allis-Chalmers Company
National Dairy Products
National Safety Council
American Institute of Cooperation
American Institute of Men's and Boys' Wear, Inc.
Westinghouse Electric Foundation of
Westinghouse Electric Company
National Farm Home Editors
Grocery Manufacturers Association of America
Montgomery Ward and Company

The first four have been presented and others will be presented at conferences or other occasions appropriate to the groups. We suggest you might want to make suitable recognition of any of these who have been especially helpful in your State.

In its third year of operation, the plan includes making the presentation in the name of the Cooperative Extension Service.

LEADS FOR LEADERS

No. 29 - Florida has provided us an excellent unit concerned with helping Extension workers develop appreciation for, a knowledge of, and skills in using principles and techniques of working with groups.

No. 30 - Louisiana provides another fine teaching plan for helping agents improve and strengthen the 4-H adult voluntary leadership development program in the county. Four basic teaching objectives should be noted.

WORK WITH YOUNG ADULTS

With the lowering of the age of 4-H Club membership from 20 to 19, and with the tremendous increase of young people of this age, there seems to be a growing concern on the part of Extension Service for us to do more educational work with young adult groups. While on sabbatic leave, John Banning prepared a paper giving a great deal of background information concerning young adults and outlining some methods and techniques of working with this age group. It also has an excellent bibliography of materials regarding young adults. We thought you would be interested in having a copy for your reference, so have mimeographed it and sending you one.

EXTENSION REVIEW YOUTH ISSUE

"4-H - New Dimensions" is theme for the August issue of Extension Review. Many excellent articles are in preparation. We hope you will have opportunity to use this issue as a discussion tool with agents.

"EXPLORING DAIRY FOOD SCIENCE..FOR EDUCATION AND SERVICE"

The new booklet issued through courtesy of Carnation Company, should lead 4-H members to many challenging experiences in the dairy foods part of foods-nutrition projects. We hope you will like the strong science emphasis and the references to careers. The publication should nicely supplement your own State materials.

SHARING GOOD IDEAS IN USE IN THE STATES

CALIFCRNIA - Noble Honored at Regional Field Day

The Southern California 15th Annual 4-H Field Day paid tribute to Guy L. Noble for his 36 years of service to 4-H. Guy's picture was on the front of the program and the inside had a fine statement about his work for 4-H. He is now a resident of San Diego County.

COLORADO - Citizenship

Club members from 33 counties will be at the Citizenship Workshop, July 12-15. This will mean that all counties will now have had a delegate come to Washington for the workshop this year or last.

KANSAS - Journal Honors 4-H

The May issue of the Kansas 4-H Journal featured a panorama of 4-H work in Kansas over 50 years, using a filmstrip technique for the cover. Articles and photographs throughout the issue showed the sound base for modern 4-H programs.

KANSAS - Vesper Center

A Vesper Center is to be built at Rock Springs Ranch, 4-H leadership center. It is to be located on a hill west of the chapel where there is an unobstructed view of sunrises and sunsets. Master Farmers and Master Farm Homemakers are back of the effort.

KENTUCKY - Changing Community

"The Changing Kentucky Community" was theme of the Annual 4-H Leadership Conference for some 900 4-H members. This is the second year that the annual event has been called a leadership conference. Special sessions were planned for adult leaders separate from the member sessions.

MASSACHUSETTS - World's Fair

About 115 4-H members will participate in the New England States Building at the World's Fair on August 7, designated as "Massachusetts 4-H Club Day." Present planning is to feature the Middlesex County 4-H Band, a dress revue of 15 to 20 girls, folk dancing by a 4-H group, and a pageant contrasting present day living with early colonial times.

MICHIGAN - New 4-H TV Series

A new 4-H TV Science series, similar to the 4-H electrical and science series, is planned for production this summer. The series will feature 10 programs. "Today's Decision...Tomorrow's Action" is theme of the Michigan State 4-H Club Week. Featured will be small group discussions, closed circuit TV, and a host of leading authorities.

MINNESOTA - State Study

The Western Regional 4-H Study has been duplicated in Minnesota. Also resulting has been a great deal of good from a series of regional meetings where Laurel Sabrosky discussed the results of both studies.

Minnesota plans to use the revised 4-H Home Study Course for 4-H leaders, developed by Marian Larson and originally planned for Alaska. The plan is to use the materials on a pilot basis in the northern part of the State.

MISSISSIPPI - Gift for the Foundation

The President of the State Home Demonstration Council presented a $1,000 check to the State 4-H Foundation, further evidence of the councils wonderful support. With the check, the goal of $100,000 endowment for the State 4-H Foundation is nearing reality, probably will be in sight within the year.

MISSISSIPPI - 4-H Alumni

A reunion for pioneer 4-H Club alumni who were members between 1907 and 1930 will be a July 9 feature during the annual State 4-H Club Congress. Special honors are planned for men and women who were members of boys' Corn Clubs and girls' Tomato Clubs during the 1907 to 1914 period.

MONTANA - Recreation Workshops

More than 200 persons participated in five recreation conferences, featuring "Recreation and Intergroup Relationships." An attractive conference summary was planned to provide materials for participants to use in their homes, schools, groups and organizations, and individually.

NEVADA - Citizenship-Leadership Conference

Leaders in all youth programs between 15 and 20 years of age were invited to participate in the Fourth Annual Citizenship-Leadership Conference. The program is designed to develop informed, participating, young citizens, alive to the values and responsibilities of democracy.

RHODE ISLAND - 4-H TV Series

More than 2,400 young people enrolled in the 4-H Electric Club of the series telecast from a station in Providence. Included were members from parts of Massachusetts, as well as Rhode Island. An electrical display was a climax feature held at a large school in Providence.

TENNESSEE - Innovations

Pictures of historic landmarks from each county were one of the "firsts" at this year's 4-H Club Congress. Another was the flag-raising ceremony in front of the Capitol, where both the American flag and the 4-H flag flew over the Capitol during the entire time of the Congress. A group of 4-H'ers from Hamilton County led a special citizenship discussion. They had participated in the first National 4-H Citizenship Laboratory last summer.

WEST VIRGINIA - Science Camps

A pilot program of two County Youth Science Camps will be started for about 50 to 75 seventh, eighth, and ninth grade youth. The camps will be taught by persons selected for interest, enthusiasm, and knowledge of scientific subjects. The camps are an outreach function of the West Virginia Appalachian Center, utilizing the resources of the university.

SOUTHERN STATES - Exploring Resources

Seven States in the T.V.A. area participated in a Resource Development Conference at Fontana, N. C. Young people studied the natural resources of atmosphere, soil, minerals, wildlife, forestry, water, and human. This is an annual opportunity with high educational potential.

NEWS OF OUR C/
CO-WORKERS /

Kenneth C. Lovejoy of Maine and John L. Stormont of Hawaii, two State Club Leaders recently retired, will be missed at national gatherings as well as in their own States. Ken's entire 36 years of Extension work have been in his native State of Maine, while John has had service in both Hawaii and Illinois. Ken will continue to aid 4-H through their State 4-H Foundation. Both of them are saying something about now having time to fish and to do some of the other things long postponed because of heavy official duties. The Stormonts will live at Gordon Apts. D2, 334 Country Club Circle Dr., Prescott, Ariz.

As this letter is being typed, we have word of the retirement plans for Charles M. Chaffee of Mississippi. We have no details of his future plans but assume he plans to retire in Mississippi. We will try to learn more.

New appointees to State positions are: Roy E. Hougen, Iowa; Mary Sue McBroom, Oklahoma; William R. Summerhill, Kentucky; Wayne E. Carlson, Minnesota; Gene Morris, Indiana; James E. Havens, Washington.

Al Gehres, Ohio, has the new title of Assistant Director, 4-H. Six staff members in Georgia will now have the title of District 4-H Club Leader (change from District Agent - 4-H Programs). These include: J. Roger Carr, G. Melvin Davis, Thomas J. Davis, Jr., Marian S. Fisher, Otis E. Grimes, and John W. Robertson.

Returning to duty after study leave are: Russell Smith, Ohio; Claudia Woker, Minnesota; Eugene Word, Arkansas; Nelson G. Trickey, Missouri; R. O. Monosmith, California; John D. Orr, Nebraska; George "Buddy" Russell, Virginia; Lloyd Rutledge reports back to our staff on August 15.

Resignations include: Delores L. Parrott, Illinois; Mary Jane Stangl, Montana; and William H. McLeod, Jr., Arkansas.

At Club Conference many of us had opportunity to offer best wishes to Georgia Taylor Roberson, South Carolina, our newest bride.

Newly appointed to the 4-H Club Foundation Board of Trustees are Associate Director Henry M. Hansen of Connecticut, Russell G. Mawby of Michigan and Frank Graham of Missouri. Director C. A. Vines of Arkansas is Chairman of the Board.

Three State 4-H staff members will be traveling to Europe with 4-H People-to-People groups this summer, including Ray R. Ranta of Kentucky, Marshall Crouch of Texas, and Ira Hollar of Oklahoma.

C. P. Dorsey, West Virginia, is State leader adviser for the 4-H exchange delegation to Canada this fall.

Maurice Hill recently returned from travels in France, Switzerland, Turkey, Austria, and Germany. A highlight was participating in the Second International Seminar on Rural Youth Work held at Herrsching, Germany. He had opportunity in all of the countries to make many important contacts relating to the IFYE program.

The six new 4-H Fellows who will report to Washington in late August are - Rose Anna House, Maine; John Paul Duke, Louisiana; Mariellen Jones, Kansas; John D. Cutlip, West Virginia; Allen Jensen, Iowa; Constance Ann Meyer, Oregon.

State leaders of Minnesota, North Dakota, South Dakota, Kansas, Iowa and Nebraska had a recent interstate meeting at Rock Springs Ranch 4-H Center in Kansas. While at the Ranch, Arliss Honstead was thrown from a horse and sustained a serious back injury.

State staff members slated to attend the Human Development Workshop are Raleigh Brooks, Colorado; Ben E. Davis, Kentucky; Emil Fimbinger, Michigan; Marian Larson, Minnesota; Jack D. Weston, North Dakota. Arliss Honstead, Kansas, was also listed.

John Banning is teaching the youth development course at the Colorado Regional Extension Summer School.

Dale Apel, Kansas, has left on study leave to the University of Chicago.

Director Youngstrom of Idaho has retired as chairman of the committee giving long-time guidance to the Western 4-H studies. He has given dedicated and efficient service to this important committee. The results of the Western studies have had nationwide impact. We understand the new chairman is to be Director Hull, Arizona.

Several FES staff members are participating in important national meetings of supporting groups. Maurice Hill and Dr. Frank Baker will be taking part in the North Atlantic Section meetings of the American Society of Animal Science, July 20 at Cornell. Fern Kelley will describe 4-H teenage nutrition work to the summer conference of the National Dairy Council, June 29, and will also participate in the Future Homemakers Conference. Mylo Downey is making plans for the Donors' Conference of the National 4-H Service Committee and, also, the conference of the County Agricultural Agents Association in New Orleans. John Banning will be involved in the conference of County 4-H Club Agents Association in Madison. Eleanor Wilson attended the American Home Economics Association meeting at Detroit in June and engineered a 4-H luncheon while there.

GUIDELINES FOR CONSERVATION PROGRAM

Enclosed is a corrected copy of "Some Suggestions for Promoting and Increasing Educational Impact of the 4-H Conservation of Natural Resources Program." Please discard the one you received with your complimentary copy of "Conserving Our Natural Resources - A 4-H Leader's Guide."

IN CLOSING/

The California 4-H Letter quotes a reprint from the Belvedere Police Department. Probably they had in mind something akin to 4-H work when they said:

AN OPEN LETTER TO TEENAGERS:

VANDALISM AND MALICIOUS MISCHIEF? WHY???

Your parents don't owe you entertainment.
The world does not owe you a living.
Your city doesn't owe you amusements.

YOU OWE THE WORLD SOMETHING!

You owe it your time, energy, and talents so that no one will be at war, or in poverty, or sick and lonely, again.

In plain, simple words--GROW UP! Quit being a baby. Get out of your dream world. Develop a backbone instead of a wishbone! Start acting like a gentleman or a lady.

Your parents probably are tired of nursing, protecting, helping, appealing, begging, excusing, tolerating, and denying themselves needed comforts for your whim and fancy, just because your selfish ego instead of common sense dominates your personality and thinking.

WHERE CAN WE GO? WHAT CAN WE DO? YOU ASK???

. Go home!
. Paint the woodwork!
. Rake the leaves!
. Mow the lawn!
. Learn to cook!
. Scrub floors!
. Repair a sink!
. Get a new job!
.. Help your pastor, Red Cross, Salvation Army!
. Assist the poor!
. Study your lessons!
. And when you're through, read a good book!

Sincerely yours,

Mylo S. Downey, Director
4-H and Youth Development

Program Leaders:

Maurice L. Hill
V. Jos. McAuliffe (study leave)
Robert R. Pinches
Edgar A. Reeves, Jr.
Lloyd L. Rutledge (study leave)
Eleanor Wilson

John W. Banning, Assistant Director
Fern S. Kelley, Assistant Director
(Editor of IDEAS)

ENCLOSURES